

EXHIBIT E

(R) EVOLVE

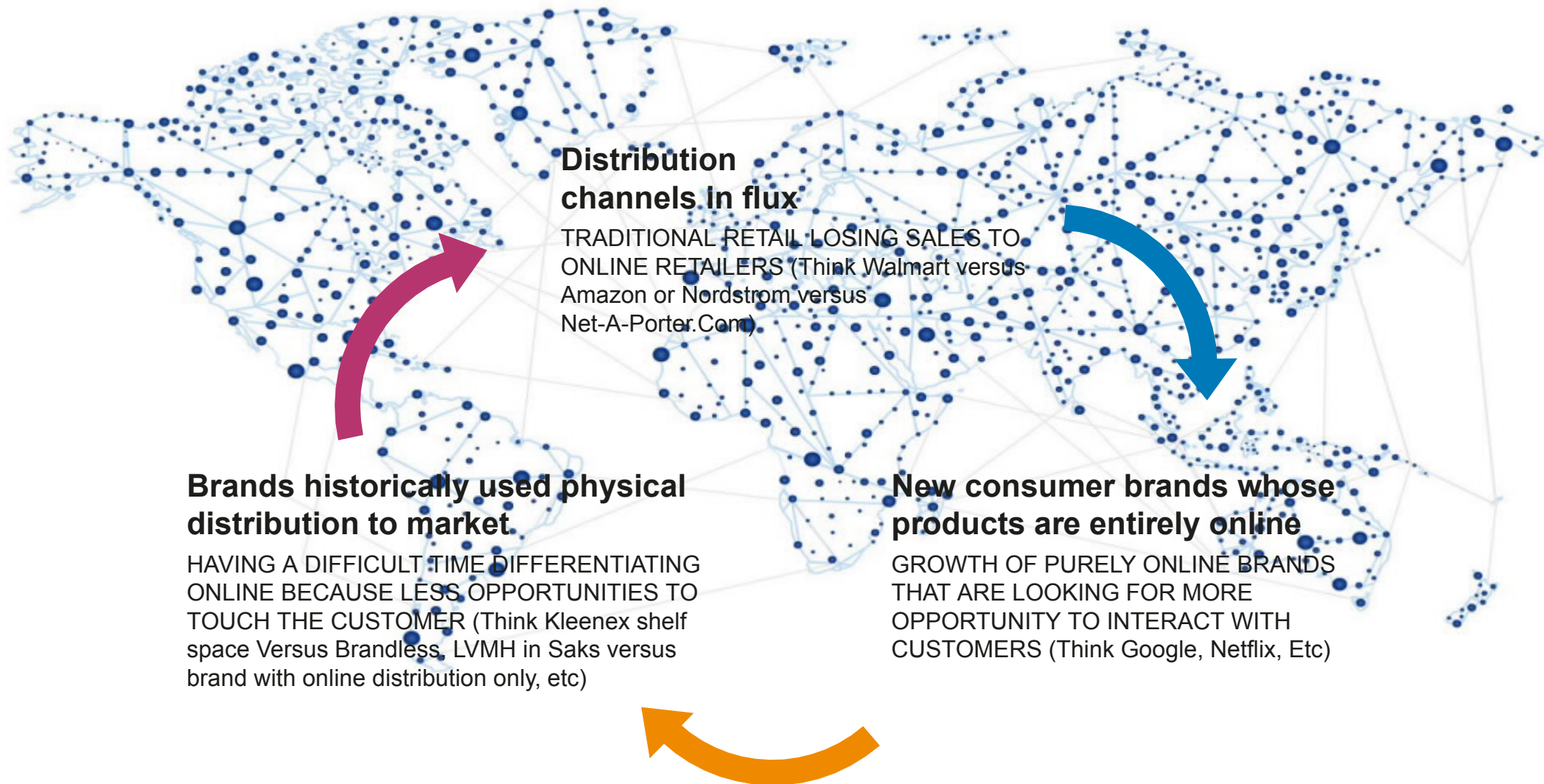
LEADING THE (R)EVOLUTION OF RETAIL.

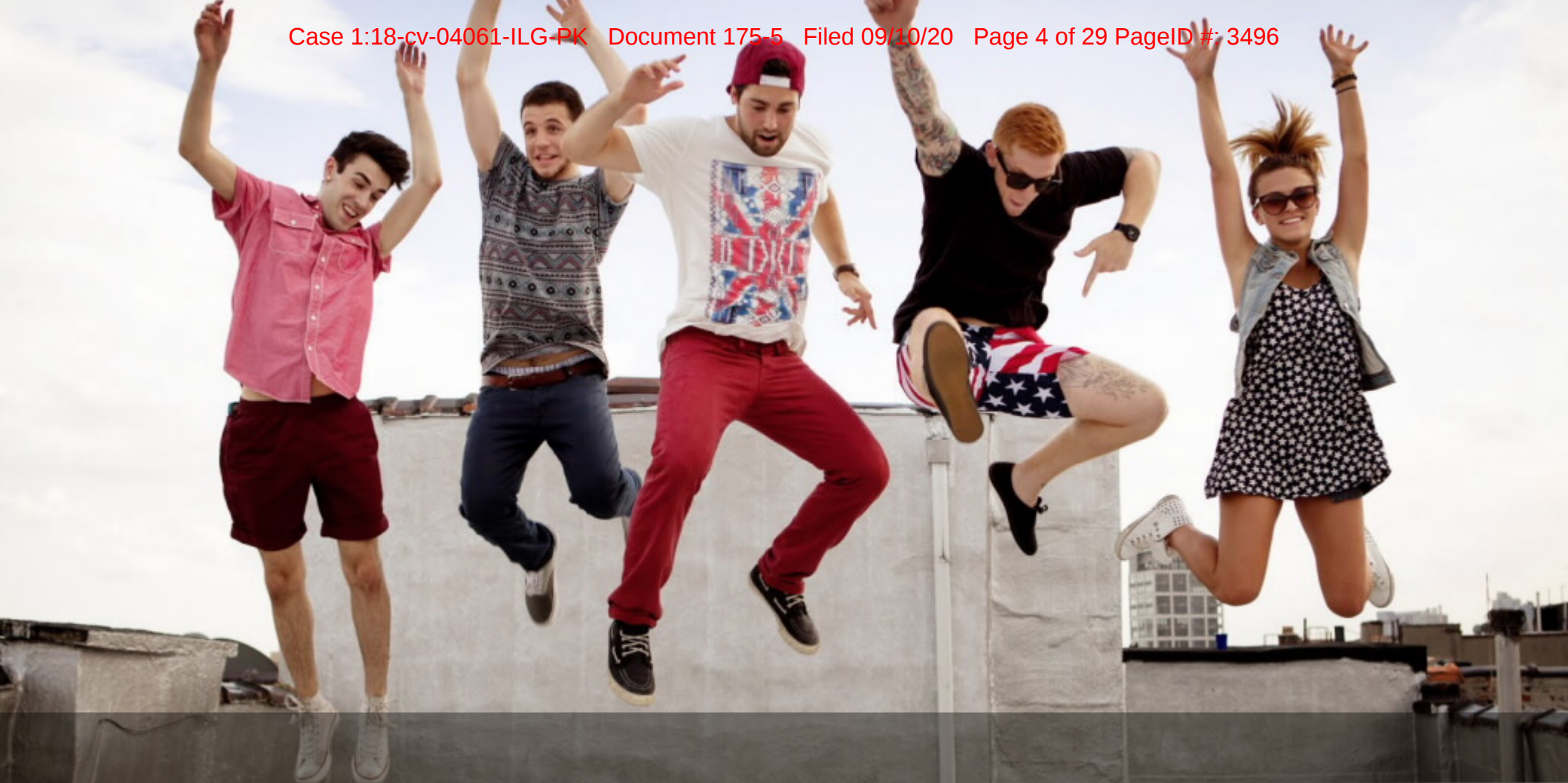
N M D _
EXPLORE_DISCOVER_EXP



THE WAY PEOPLE SHOP
HAS CHANGED FOREVER

A CHANGING ENVIRONMENT REQUIRES ADAPTATION





RISE OF THE MILLENIAL

Who's driving these profound changes in the market?

THE 96M MILLENIALS

(biggest generation in U. S history born between 1980-2000)

THIS IS YOUR CUSTOMER

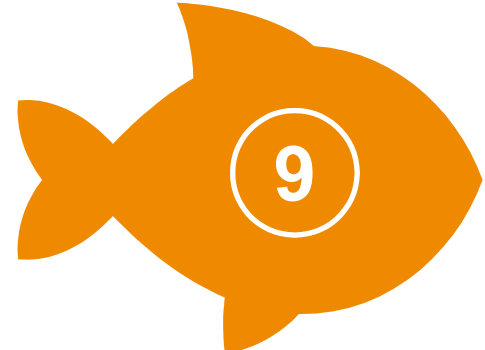
THE AVERAGE HUMAN ATTENTION SPAN
IS NOW SHORTER THAN A GOLDFISH



2012
12 seconds



2015
8 seconds



GOLDFISH
9 seconds

THE QUESTION

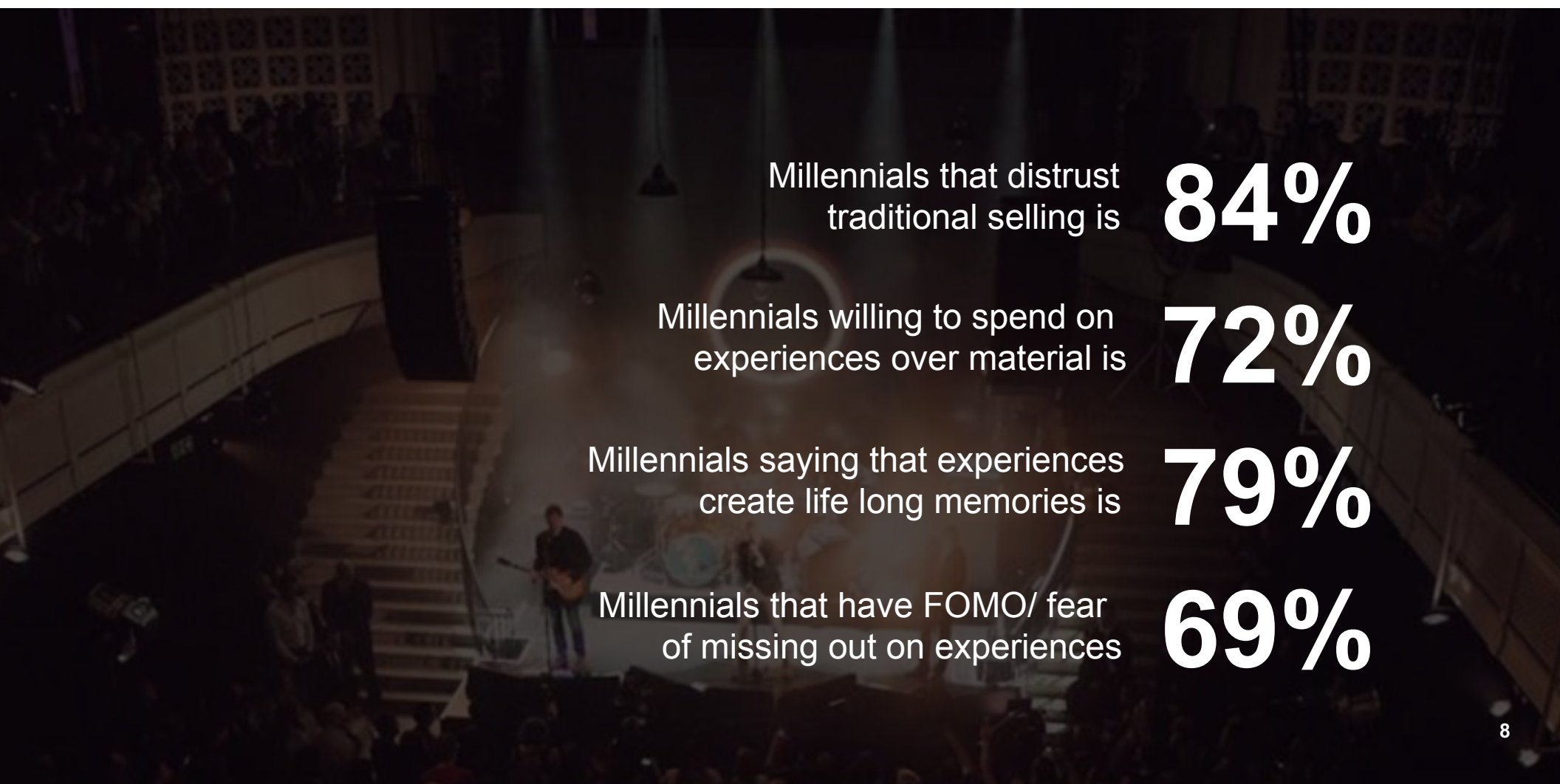
**How do you get millennials
to care about your brand?**



MILLENNIALS VALUE EXPERIENCES

You need to get
them to feel, think,
and share

EXPERIENCES DOMINATE MINDSHARE



Millennials that distrust traditional selling is **84%**

Millennials willing to spend on experiences over material is **72%**

Millennials saying that experiences create life long memories is **79%**

Millennials that have FOMO/ fear of missing out on experiences **69%**

BRANDS NEED TO ENGAGE THE MINDS OF CUSTOMERS

PEOPLE REMEMBER



10% of what they hear



20% of what they read



80% of what they see/do



EXPERIENTIAL POP-UP THE LIVING BILLBOARD



Google



Calvin Klein/ Amazon



Vitamin Water



Tiffany



Netflix



LVMH/ Jeff Koons

WHAT IS AN EXPERIENTIAL POP-UP SPACE?



Experiential Pop-Up” retail allows a company to create a unique environment that engages their customers and generates a feeling of relevance and interactivity. They create an experience for their customers to build brand awareness.

R E S U L T S

9 OUT OF 10 CHIEF MARKETING OFFICERS SAY

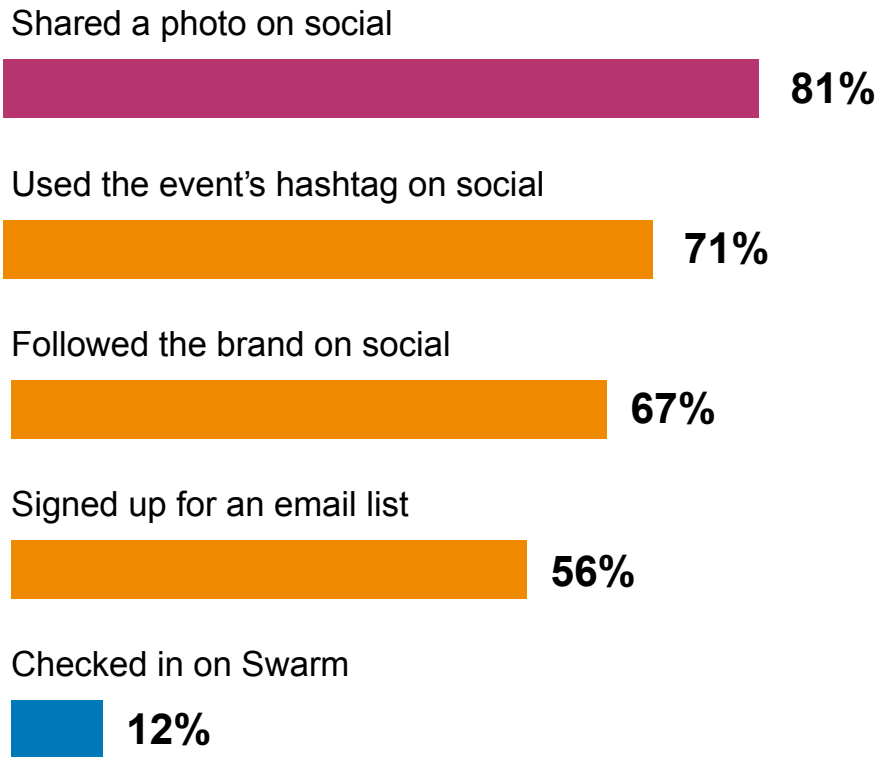
That brand activation events and experiences

- Deliver strong face-to-face interaction
- Create compelling brand engagement and awareness
- Create ongoing and long lasting relationships with consumers
- Weaves loyalty and fondness from the consumers
- Gets millennials to share experiences with friends and family via social media

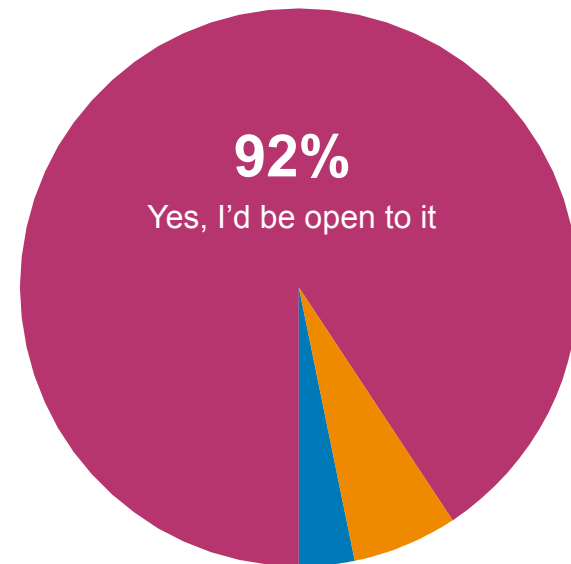


BRANDED EVENTS HAVE EXPERIENCED A RENAISSANCE

“Have you done any one of the following activities at a branded event?”



“Would you be open to receiving a personalized email offer from a brand following an event?”



HOW DO EXPERIENTIAL POP-UPS CREATE VALUE?

Omni channel is how brands are driving traffic and interest in brand

Interactivity will be an important component (AR/VR, events, workshops and demos, etc.)

Blending physical and digital spaces

Access to influencer economy (e.g. Instagramable locations)

Brands can control how they are viewed more directly

New Brand activation

Testing of new concepts rather than online rollout

A SUCCESSFUL EXPERIENTIAL POP-UP ...

A man with a beard is wearing VR goggles and holding a white VR controller. He is standing in front of a large screen displaying a sunset over mountains. A woman is standing in the background to the left.

**Creates Anticipation - Special /
Temporary / Limited Time**

**Is Shareable – Grand, Beautiful or
unique. Instagramable**

**Engages Multiple Senses – See,
Touch, Taste, Smell, Hear**

Is Fresh and New

Is Popular – Creates FOMO feeling





“Experiential is a uniquely fast and effective way to build brand awareness one-to-one connections with consumers. It engages all five senses, sparking emotions that form lasting memories which have been shown to drive brand loyalty.”

BRYAN ICENHOWER

President of WME | IMG's experiential agency IMG Live

BRAND STRUGGLE WITH POP-UP STRATEGY



- Lack of suitable pop up spaces in prime corridors
- Inability to book in advance, in line with marketing dollars spent planning
- Spaces often need renovations
- Spaces not equipped with latest retail technology

(R)EVOLVE

IS LEADING IN THE EXPERIENTIAL POP-UP REVOLUTION

- Go to solution for Plug and Play Pop Up space in best retail locations of the world
- Best technology partners (VR, AR, beacon technology etc)
- Here to stay - Brands can plan their experiential efforts in advance
- 1 existing location, 5 in development



MARTIN EHRENFELD,
CEO

martin.ehrenfeld@8xperiential.com

Has graduated from Yeshiva College in Israel.

He has developed some of the largest and earliest condo/rental Projects in North Williamsburg,

He has put together large parcel assemblages in Manhattan for Condo and Retail development.

Has restructured some complicated deals and the deal holders Troubled Financial portfolios.

Martins various dealings have led him into successfully structuring early Stage Fashion companies.

Martin is known for his entrepreneurial deal making , as an Identifier of early Trends and for his Methodical Analysis skills in finance, legal and business development.

Martins intuitive entrepreneurship combined with his Analytical approach is the key of His successes.



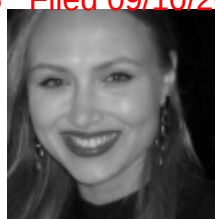
VIK JINDAL,
CHIEF OF FINANCE
AND STRATEGY

Vik Jindal has 17 years of professional experience as an investor and investment banker.

As an investment banker, Vik led teams advising companies in complex transactions including recapitalizations, reorganizations, restructurings, financings, spinoffs, workouts, exchange offers, acquisitions, divestitures and management led buyouts.

Most recently, Vik was a Managing Director in the Restructuring and Debt Advisory Group of Evercore Partners, Inc. Prior to joining Evercore, Vik worked in the Restructuring Group at Rothschild and as a Senior Investment Analyst at MFP Investors, the investment firm of noted value investor Michael Price, with a focus on distressed and deep value investments.

Vik received his MBA from Columbia Business School where he was recognized for the highest academic record in his graduating class. He also holds a Bachelor of Science degree in Biomedical Engineering from Johns Hopkins University.



JULIA
MAKSIMOVA,
COO

Julia graduated from Moscow State University (MGU) in Russia.

Julia has worked on various deals in the real estate arena including retail and office leasing – from publicly traded Fortune 500 companies to foreign conglomerates.

Julia is known for her ability to figure out complex deals, form strategic relationships and being a valuable resource. Julia has chaired a 400-person black tie charity gala event for the past several years where she managed a group of 20+ host committee members and was responsible for fundraising as well as contract negotiation.

Julia's network ranges from local companies, national firms as well as international corporations entering the US. Her ability to plan and execute while maintaining relationships long term is her key to success.

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MILAN
PINKUS,
CFO

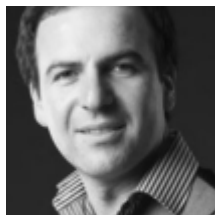
Milan joins 8xperiential from a ten year background in finance. After graduating Columbia University with a B.S in Operations Research, Milan has traversed the financial services sector, holding a variety of positions at top tier financial institutions, hedge funds and as a business consultant.

Often referred to as a "numbers guy," Milan is able to utilize his technical and business savvy to achieve optimal results for his clients. His experience in business consulting lent itself to finding creative solutions to tackling challenging problems. As an experienced real estate investor and technologist, Milan understands the time sensitivity of a deal and assists clients in creating systematic and scalable analysis. He has a keen ability to strategically negotiate and leverages his unique skill set in every endeavor.

Over the years, Milan has developed an extensive network of finance and real estate professionals and is able to comfortably navigate the changing tides of the NYC real estate market.

Milan holds the Chartered Financial Analyst (CFA) designation and is an active member of the New York Society of Security Analysts.

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ROY
MALKIN,
CTMO

Roy has an MBA in Marketing and Strategy (UCLA) and in last 10 years had leadership roles at Walt Disney's new technology team, Liberty Media's e-commerce division, and in five Internet ventures at Open Media Group. Additionally Roy has prior experience in the financial sector with strategic planning and investments positions at both Credit Suisse and Bank of America, and experience in the healthcare consulting sector where his clients included Pfizer, Amgen, Jhonson & Jhonson, Roche and others.

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BOARD OF ADVISORS

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A P P E N D I X

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FLAGSHIP SPACE

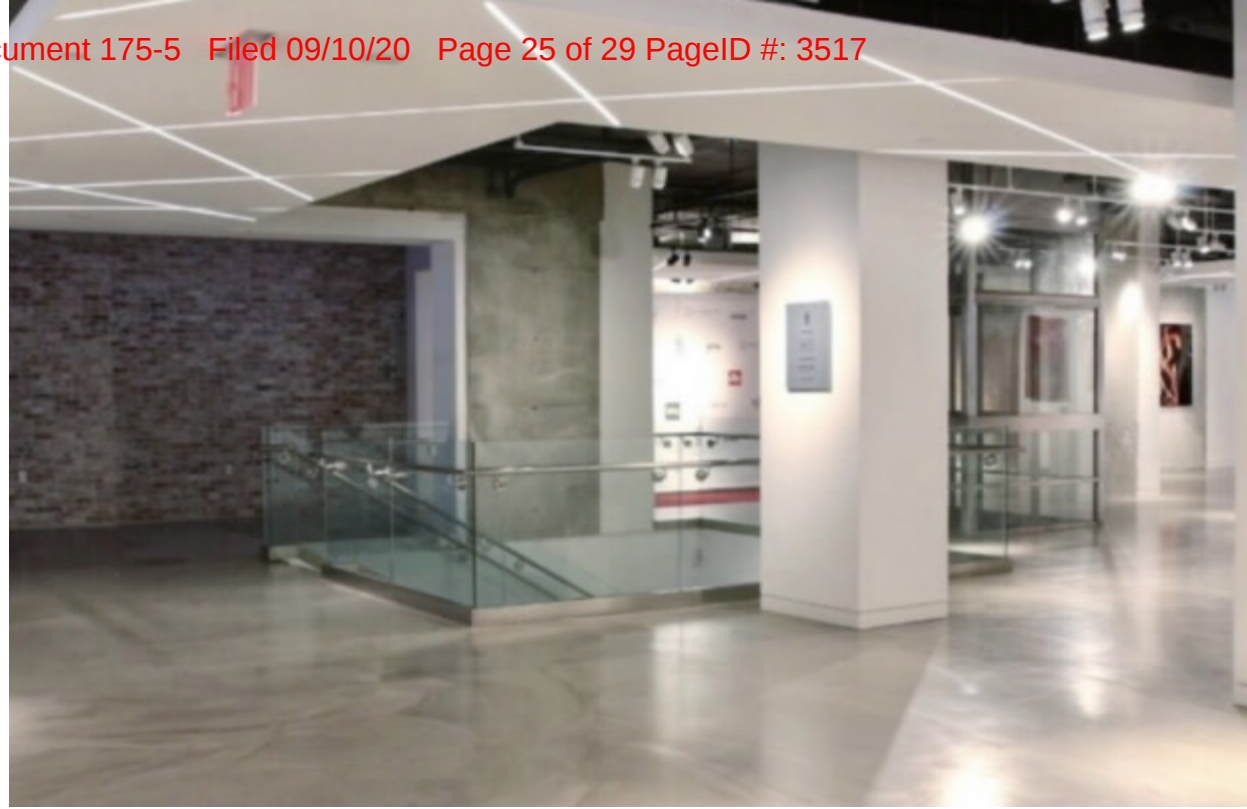
ONLY EXPERIENTIAL POP UP SPACE ON 5TH AVE.

Fifth avenue's astronomical entry barrier makes it nearly impossible for competition to sprout up here...



- Beautifully built out 8,000 sq ft. ground and lower level.
- Half a block window frontage and exposure on Fifth Ave.
- Space fully opens up to designer back yard garden.
- Two convenient and EZ accessible loading areas and entrances.
- Outfitted with state of the art lighting and sound systems and AR/ VR Marketing Capabilities.

(R)EVOLVE THE SPACE



- Apple Town square and Fifth Avenue luxury shopping corridor to It's left
- Highest income demographics to it's right
- Across the street of Central Park, Barney's, Tom Ford and the Pierre Hotel



SPACE SPECS

7,657 SF across two floors

13 ft ceilings on ground and 10ft ceilings
in lower level spaces

Dramatic floating staircase

Private steel and glass elevator.

State-of-the-art, dimmable track lighting
system with adjustable fixtures

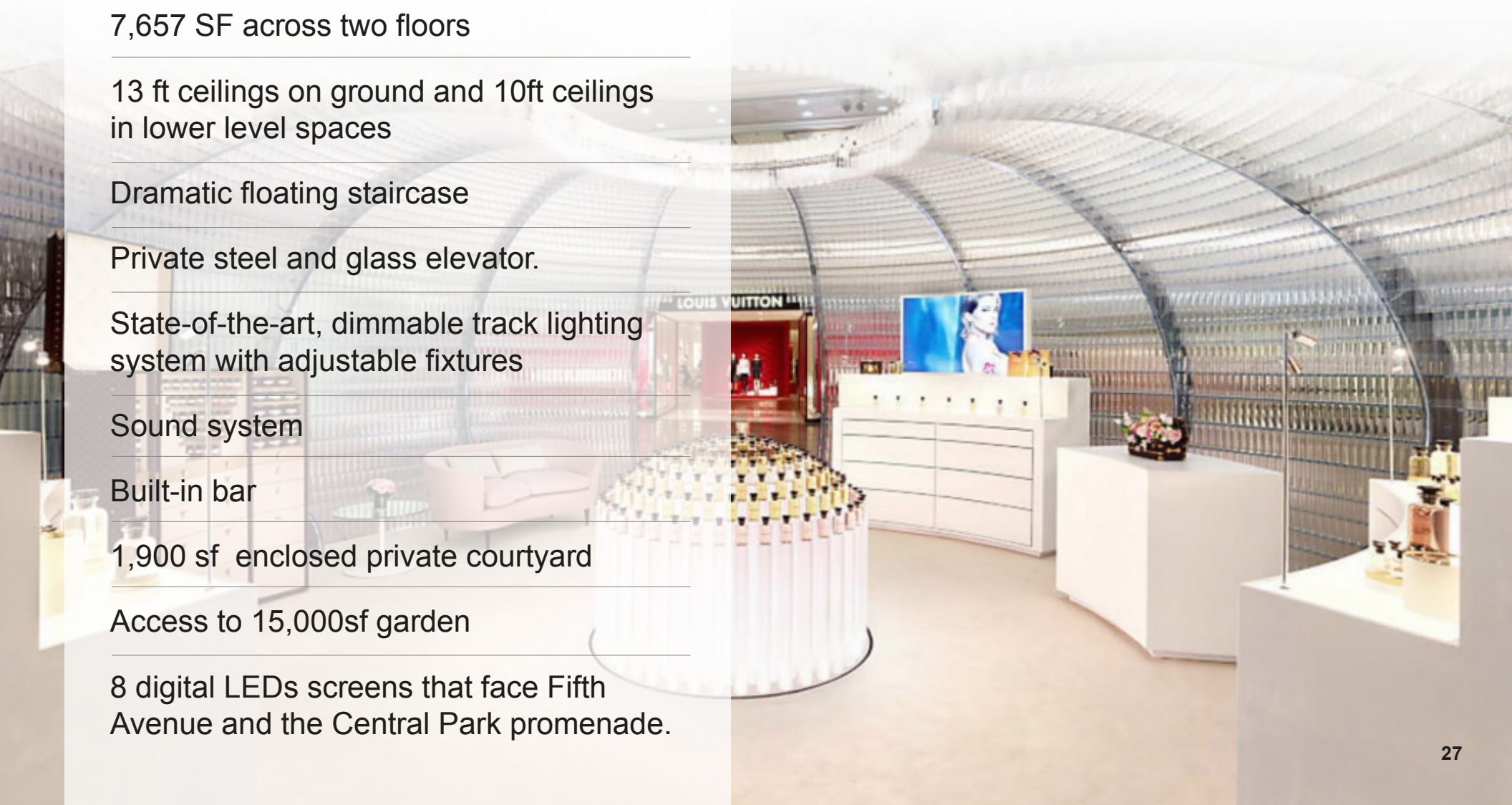
Sound system

Built-in bar

1,900 sf enclosed private courtyard

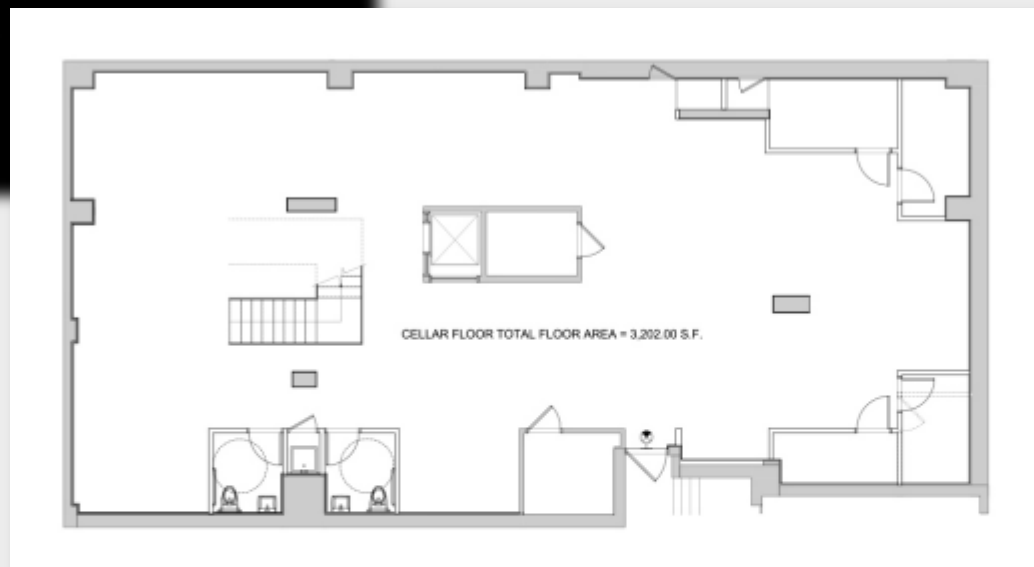
Access to 15,000sf garden

8 digital LEDs screens that face Fifth
Avenue and the Central Park promenade.



FLOOR PLANS

GROUND SCALE: 1/4" = 1'-0"



CELLAR SCALE: 1/4" = 1'-0"



(R) E V O L V E

LEADING THE (R)EVOLUTION OF RETAIL.